



WEWS

# ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **297831 /**

Original Date / Revision  
05/17/12    10/24/12

Advertiser **DCCC**

Agency    **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**DCCC TV 10.30-11.6.12**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1192**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	88	\$91,056.25	\$107,125.00	0.00
<b>Totals</b>	<b>88</b>	<b>\$91,056.25</b>	<b>\$107,125.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	88	\$91,056.25	\$107,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWT---					1	\$125.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$125.00		0.00			
N 2	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$450.00	P-3	0.00	NM	10	\$4,500.00



**WEWS**

Print Date: 10/25/12

Page 2 of 5

Contract / Revision      **297831**      Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    05/17/12/    10/24/12

Order Sep    00:20:00

Advertiser    **DCCC**

Product **DCCC TV 10.30-11.6.12**

Estimate #    **1192**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$450.00	P-3	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		7				\$450.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		3				\$450.00		0.00			
N 3	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		1				\$675.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 5	WEWS	10/30/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		8				\$250.00		0.00			
	Week:	11/05/12	11/11/12	M-----		2				\$250.00		0.00			
N 6	WEWS	10/30/12	11/06/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	5	\$675.00	P-3	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		5				\$675.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$675.00)</del>		0.00	NM		
Credited															
2	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$675.00)</del>		0.00	NM		
Credited															
3	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$675.00)</del>		0.00	NM		
Credited															
4	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$675.00)</del>		0.00	NM		
Credited															
5	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$675.00)</del>		0.00	NM		
See MG 6.6,6.7 [N/A PER BY]															
6	WEWS	10/30/12-11/02/12		M-F GMC 5-6a		5-6a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 6.5,7.6															
7	WEWS	10/30/12-11/02/12		M-F 430-5am News		430-5a	-TWThF----	:30		\$400.00		0.00	NM		
Ⓜ MG for 6.5,7.6															
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/30/12	11/06/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	6	\$675.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		6				\$675.00		0.00			



WEWS

Print Date: 10/25/12

Page 3 of 5

Contract / Revision **297831** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/17/12/ 10/24/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **DCCC TV 10.30-11.6.12**

Estimate # **1192**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WEWS	10/30/12	11/06/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	6	\$675.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	6		\$675.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
Credited														
2	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
Credited														
3	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
Credited														
4	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
Credited														
5	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
Credited														
6	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$675.00)</del>		0.00 NM		
See MG 6.6,6.7 [N/A PER BY]														
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					
N 8	WEWS	10/30/12	11/06/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	1		\$2,000.00		0.00					
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					
N 9	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	8	\$850.00	P-1	0.00 NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	7		\$850.00		0.00					
Week:		11/05/12	11/11/12	MT-----	3		\$850.00		0.00					
N 10	WEWS	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	8	\$800.00	P-2	0.00 NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	7		\$800.00		0.00					
Week:		11/05/12	11/11/12	MT-----	3		\$800.00		0.00					
N 15	WEWS	10/30/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	6	\$850.00	P-3	0.00 NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	7		\$850.00		0.00					
Week:		11/05/12	11/11/12	M-----	1		\$850.00		0.00					
N 16	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	6	\$750.00	P-3	0.00 NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	7		\$750.00		0.00					
Week:		11/05/12	11/11/12	M-----	1		\$750.00		0.00					
N 17	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,400.00	P-2	0.00 NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	8		\$1,400.00		0.00					
Week:		11/05/12	11/11/12	M-----	2		\$1,400.00		0.00					
N 20	WEWS	10/30/12	11/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7P News Weekend	-----S-	:30	2	\$1,275.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



**WEWS**

Print Date: 10/25/12

Page 4 of 5

Contract / Revision     **297831**     Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    05/17/12/   10/24/12

Order Sep    00:20:00

Advertiser    **DCCC**

Product **DCCC TV 10.30-11.6.12**

Estimate #    **1192**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N20	WEWS	10/30/12	11/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7P News Weekend-	----S-	:30	2	\$1,275.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----S-	2		\$1,275.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		SA 7-8p Rotation		7P News Weeken	-----Sa--	:30		<del>(\$1,275.00)</del>		0.00 NM		
See MG 20.3,20.4 [N/A PGM CHG TO PLACE - SA 7PM NEWS]														
2	WEWS	10/29/12-11/04/12		SA 7-8p Rotation		7P News Weeken	-----Sa--	:30		<del>(\$1,275.00)</del>		0.00 NM		
See MG 20.3,20.4 [N/A PGM CHG TO PLACE - SA 7PM NEWS]														
3	WEWS	10/29/12-11/04/12		SA 7PM News		7-730p	-----Sa--	:30		<del>(\$1,275.00)</del>		0.00 NM		
Ⓜ Credited														
4	WEWS	10/29/12-11/04/12		SA 7PM News		7-730p	-----Sa--	:30		<del>(\$1,275.00)</del>		0.00 NM		
Ⓜ Credited														
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					
N21	WEWS	10/30/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,525.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	2		\$1,525.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		SU 6-630p News		6-630p	-----Su	:30		<del>(\$1,525.00)</del>		0.00 NM		
Credited														
2	WEWS	10/29/12-11/04/12		SU 6-630p News		6-630p	-----Su	:30		<del>(\$1,525.00)</del>		0.00 NM		
Credited														
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					
N22	WEWS	10/30/12	11/06/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$12,000.00	P-3	0.00 NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00					
Week:		11/05/12	11/11/12	M-----	2		\$12,000.00		0.00					
N23	WEWS	10/30/12	11/06/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	2	\$7,000.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----	2		\$7,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		Tuesday Prime C		10-11p	-T-----	:30		<del>(\$7,000.00)</del>		0.00 NM		
See MG 23.3,23.4 [TU 10-11p 7/10-TFN is NY MED]														
2	WEWS	10/29/12-11/04/12		Tuesday Prime C		10-11p	-T-----	:30		<del>(\$7,000.00)</del>		0.00 NM		
See MG 23.3,23.4 [TU 10-11p 7/10-TFN is NY MED]														
3	WEWS	10/29/12-11/04/12		Tuesday Prime C		10-11p	-T-----	:30		<del>(\$7,000.00)</del>		0.00 NM		
Ⓜ Credited														
4	WEWS	10/29/12-11/04/12		Tuesday Prime C		10-11p	-T-----	:30		<del>(\$7,000.00)</del>		0.00 NM		
Ⓜ Credited														
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					
N24	WEWS	10/30/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$4,500.00	P-3	0.00 NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	2		\$4,500.00		0.00					
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00					

